

CLAIMS

We claim:

1. A computer readable medium containing instructions for presenting a received programming signal and at least one corresponding related online information segment
5 obtained from an online information source, by:

receiving an address identifying the online information source providing the online information segment related to the programming signal;

automatically establishing a communications link with the online information source;

10 automatically receiving the online information segment providing online content from the online information source related to the programming signal;

presenting the online information segment; and

presenting the programming signal.

2. A computer readable medium as described in claim 1, wherein the programming signal is received via a transmission medium selected from the group consisting
15 of: the Internet, an intranet, radio frequency broadcast, a wireless connection, satellite broadcast, cable, fiber optics, a telephone circuit, a public network, and a private network.

3. A computer readable medium as described in claim 1, wherein the programming signal comprises at least one of a form selected from the group consisting of: a video signal, a combined audio and video signal, an audio signal, animation, text, graphics,
20 multimedia, slow frame video, data, video stills, and a sequence of individual frames.

4. A computer readable medium as described in claim 1, wherein the

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5. A computer readable medium as described in claim 1, wherein the programming signal includes an advertisement and the online information segment contains additional information related to the advertisement.

6. A computer readable medium as described in claim 1, wherein the programming signal includes a sports program and the online information segment contains additional information related to the sports program.

7. A computer readable medium as described in claim 1, wherein the programming signal includes an entertainment program and the online information segment contains additional information related to the entertainment program.

8. A computer readable medium as described in claim 1, wherein the programming signal includes a music video and the online information segment contains additional information related to the music video.

9. A computer readable medium as described in claim 1, wherein the programming signal includes music and the online information segment contains additional information related to the music.

10. A computer readable medium as described in claim 1, wherein the online

content relates to a sports program.

11. A computer readable medium as described in claim 1, wherein the online content relates to an advertisement.

12. A computer readable medium as described in claim 1, wherein the online content relates to a game show program

13. A computer readable medium as described in claim 1, wherein the online content relates to a motion picture program.

14. A computer readable medium as described in claim 1, wherein the online content relates to a video program.

15. A computer readable medium as described in claim 1, wherein the online content relates to a live program.

16. A computer readable medium as described in claim 1, wherein the online content relates to an audio program.

17. A computer readable medium as described in claim 1, wherein the online content relates to a music video program.

18. A computer readable medium as described in claim 1, wherein the online

content relates to a pre-recorded program.

19. A computer readable medium as described in claim 1, wherein the online content relates to a news program.

20. A computer readable medium as described in claim 1, wherein the instructions further comprise storing information about a user in a data management storage device.

21. A computer readable medium as described in claim 20, wherein the user information includes user clicks made by the user on a user interface while using an online service source.

22. A computer readable medium as described in claim 20, wherein the received programming signal is selected, at least in part, based on the user information.

23. A computer readable medium as described in claim 20, wherein the received online content is selected, at least in part, based on the user information.

24. A computer readable medium as described in claim 20, wherein the received address is selected, at least in part, based on the user information.

25. A computer readable medium as described in claim 1, wherein the online content relates to at least one selected from the group consisting of: a sports program, an advertisement, a motion picture program, a game show program, a video program, a live

program, an audio program, a music video program, a prerecorded program, a sitcom program, a non-commercial program, and a news program.

26. A computer readable medium as described in claim 1, wherein the online content relates to a polling question.

5 27. A computer readable medium as described in claim 1, wherein the instructions further comprise establishing a chat interface, the chat interface facilitating interactive communications between a user and a second user.

28. A computer readable medium as described in claim 1, wherein the instructions further comprise initializing an electronic mail interface, the electronic mail interface facilitating the sending and receiving of electronic messages to others.

29. A computer readable medium as described in claim 1, wherein the address is an Internet URL, the URL identifying the online information source.

30. A computer readable medium as described in claim 20, wherein information about a plurality of users is stored in the data management storage device.

15 31. A computer readable medium as described in claim 20, wherein the user information contains information selected from the group consisting of: the geographic location of the user, clicks made by the user on a user interface while using an on line service source, user viewing habits, and demographics of the user.

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32. A computer readable medium as described in claim 20, wherein the data management storage device is located at a location selected from the group consisting of: a user station, a personal computer, a cable box, a cable head-end, a satellite receiver, an intranet site, a public network, a private network, and an Internet site.

5 33. A computer readable medium as described in claim 20, wherein the programming signal contains a predetermined advertisement and wherein selection of the predetermined advertisement is based, at least in part, on the user information.

34. A computer readable medium as described in claim 20, wherein the online content contains an advertisement and wherein the advertisement is selected, at least in part, based on the user information.

35. A computer readable medium as described in claim 20, wherein the programming signal contains a graphics segment and wherein the graphics segment is selected, at least in part, based on the user information.

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